2013 “Crews Into Shape” Challenge

Crews Into Shape
Outline

- What is the “Crews”?
- Why “Crews”?
- How to “Crews”
- Evidence of effectiveness
- How to participate

Crews Into Shape
What is it…?

- **4 week challenge**
- **Every March since 2001**
- **Objectives:**
  - Eat 2 cups of fruit and 3 cups of veggies
  - Aerobic exercise 30 minutes daily
    - (or 20 minutes vigorous; or muscle-strengthening exercise)
  - Achieve or maintain a weight loss goal
- **Fun, free, DoD-wide**
- **Newsletter with health info (“Crews News”)**
- **Workplace-focused (the “crew”)**
  - Fosters teamwork / support mechanism

Crews Into Shape
What is it…?

- **No weigh-in**
- **Establish personal weight loss goal**
  - Recommended max = 8 lbs in 4 weeks
- **PAR-Q and "Contract" administered**
- **Extra member points:**
  - Participate in a weekly crew activity
  - Register at USDA Choose-My-Plate Supertracker
  - Turn-in weekly worksheet to crew leader on time
  - Complete the post-crews survey
  - Commit to post-crews health event
- **Extra Crew points:**
  - If all members achieve certain individual targets
- **On-line list of Crews // crew photos**
- **Some bases/ships also sponsor local challenges**

Crews Into Shape
Why “crews?

- **Overweight***
  - 58-61% of active duty over 20 years of age are overweight (BMI>25)
- **Low fruit / veggie intake***
  - Only 12-27% ate 3 or more servings per day
- **Low physical activity levels***
  - Only 75% exercise at moderate activity / 30 min / 3X weekly
- **“Crew” concept:**
  - Group support
  - Peer pressure (to earn “bonus crew points” / help the team)
  - Workplace environmental change
- **Timing:**
  - National Nutrition Month
  - Post-holidays / Pre-swimsuit

* = 2008 DoD Survey of Health Related Behavior (Bray et al 2006)
http://www.nmcphc.med.navy.mil/downloads/healthyllv/2008HealthBehaviors.pdf

Crews Into Shape
Evidence of Effectiveness

- 2012 data
  - 2,419 registered crew members
  - 369 Crews
  - Soldiers, sailors, marines, airmen, coast guardsmen, family members, civilians, contractors
  - 659 post-challenge survey responses

Crews Into Shape
Evidence of Effectiveness

- **“Improved my daily habits”:**
  - exercise: 71%
  - fruit intake: 81%
  - veggie intake: 83%
- **Comments:**
  - Loved the teamwork
  - Learned a lot
  - Fun!

Crews Into Shape
How to Participate

- Next “crews”: 3-30 March 2013
- Register by 3 March 2012
- Form a “crew” of 2-10 people
- Download the Crew Worksheet and Leaders’ Notes
- Administer “contract” and “PAR-Q”
- E-mail your Crew Worksheet to NMCPHC
- Collect weekly worksheets from crew members
- E-mail final Crew Worksheet at end of challenge

- Promote the Crews Into Shape locally using downloadable marketing materials
- **http://www-nmcphc.med.navy.mil/Healthy_Living/Resources_Products/Crews_Into_Shape/crews_info.aspx**

Crews Into Shape
Summary

- What is the “Crews”?
- Why “Crews”?
- How to “Crews”
- Evidence of effectiveness
- How to participate

Questions?

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